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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

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In re Application of:

Andrew Sarkisian et al.

Serial No.: 09/395,455

Group Art Unit: 3623

Filed: September 14, 1999

Examiner: Colon, Catherine M.

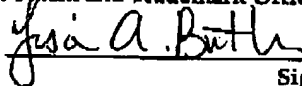
Title: METHOD FOR PROFILING NEW VEHICLES
AND IMPROVEMENTS

Atty. Docket No.: 199-1135 (FGT 1113 PA)

I hereby certify that this correspondence is being transmitted via facsimile (703-872-9306) to
Examiner Catherine M. Colon with the United States Patent and Trademark Office on:

May 17, 2004
Date of Deposit

Lisa Butler



Signature

AMENDMENT AND REQUEST FOR RECONSIDERATION

Mail Stop Non-Fee Amendment
Commissioner of Patents
P. O. Box 1450
Alexandria, VA 22313-1450

Dear Madam:

Applicants submit this Amendment and Request for Reconsideration in response to the non-final Office Action dated March 31, 2004. This request is timely because it is being filed within the three-month period allowed for a response.

U.S.S.N. 09/395,455

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0199-1135 (FGT 1113 PA)

1. (Previously Presented) A method of developing a brand profile for a new product comprising the steps of:

providing a predetermined plurality of product attributes each representing an identifiable feature of a generic product under consideration;

grouping said product attributes in response to customer-oriented market research;

placing each of said attributes in an attribute class corresponding to brand personality importance;

thereafter, generating a preferred product brand position as a function of said product attributes, including identifying a competitive set of products, and associating each of said product attributes with a preferred competitive level with respect to said competitive set; and

generating target product characteristics as a function of said classified product attributes and said preferred product brand position, said target product characteristics representing customer-driven objectives for each of said plurality of product attributes to be incorporated into said new product.

2. (Previously Presented) A method as recited in claim 1 wherein the step of providing a predetermined plurality of product attributes comprises the steps of providing a plurality of summary attributes and a clarifying definition for each of said summary attributes, said clarifying definition providing a relationship between each of said product attributes and the type of product under development.

3. (Previously Presented) A method as recited in claim 1 wherein the step of providing a predetermined plurality of product attributes includes the step of providing a detailed definition for each of said product attributes, each of said detailed definitions providing a context for each attribute as it relates to the product under development.